A movie poster for the film "Billy and Ruth" (1957). The background is a dark, textured green. On the left side, there is a vertical strip showing a close-up of a woman's face, looking downwards with a somber expression. The title "BILLY AND RUTH" is written in large, stylized, red-outlined letters. "BILLY" is at the top, "AND" is in the middle, and "RUTH" is at the bottom. To the right of "BILLY" are the words "REG. TRADEMARK" in small, white, sans-serif capital letters. Below the title, the year "1957" is printed in a bold, white, sans-serif font.

**BILLY** REG. TRADEMARK  
**AND**  
**RUTH**  
**1957**

REG.  
TRADEMARK

Billy

Ruth

This is truly your top book! In it we put pictures of all the tops we thought you'd like best after reading the letters you sent to us. We described each top, too, and then sent it on (with your letters) to Santa.

Was he tickled! He decided to publish it—and here it is, sent to you by your good friend, and ours, your Billy and Ruth dealer!

The toys are the "last word"! They're made by America's most famous manufacturers!

So that grown-ups like Mom and Dad will know whether they're "just right" for you, we marked each toy for the age group that usually likes it best.

Your good friends,  
*Billy and Ruth*

**P. S. BE SURE TO FILL IN THE COUPON ON PAGE 2 AND SEND IT BACK TO US SO THAT WE CAN BE GOOD FRIENDS AND WRITE TO EACH OTHER.**

U.S.  
MAIL

SCHUCKER

# FENSTERMACHER'S TOYLAND

## Use Our Lay-Away Plan

**Phone OV 3-6241**

## KUTZTOWN, PA.





# An Open Letter to Our Thousands of Friends Everywhere

Dear Little Friends:

For many years we have been receiving letters from you and just love writing back to you. We hope you will join our friends and send in the coupon below.

When you write to SANTA CLAUS send it to us at Box 333, Phila. 5, Pa. and we'll send it to him right away.

If you want to receive the first three issues of our new BILLY and RUTH MAGAZINE send 25¢ in coin or postage to us and we will make sure you get them.

Your good pals,  
Billy and Ruth



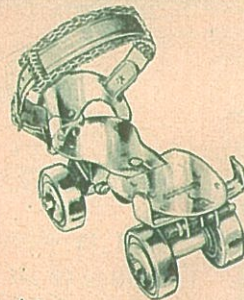
4-74

Every  
boy will  
want to  
use the  
same glove Billy uses!

## BILLY GLOVE (5 years and up)

Wow! A real neat top grain cowhide leather fielder's glove. Built in moulded pocket inner greased. Hinged pad, wide web, inner laced at fingers. Ask for 2BR1

The first  
love  
of boy  
and girl!



## ROLLER SKATE (4 years and up)

For boys and girls! Ruggedly constructed for smooth speed! Extra high heel back hugs heel. Two-piece leather strap. Almost like flying! Ask for 2BR2



You'll  
want  
one!

19.95

## TYPEWRITER (7 years and up)

A nifty typewriter for junior businessmen. Type your school compositions and letters! Takes standard size letterhead. 84 letters and numbers. Ask for 2BR3

Dear Santa:

I sure would love to have you leave these under my tree:

_____	page _____
_____	page _____
_____	page _____
_____	page _____
_____	page _____
_____	page _____
_____	page _____
_____	page _____
_____	page _____

Send to us at Box 333, Phila. 5, Pa., before December 10, and we'll send it to Santa by special messenger!  
BILLY & RUTH

Cut out and send to Billy & Ruth, Box 333, Phila. 5, Pa.

My Name ..... Age .....

Address .....

Name of Dealer .....

Address .....



COM' ON...GET ON  
OUR  
TRAIN

WE'LL SHOW YOU LOTS  
OF PRE-SCHOOL FUN!

**GIANT NESTED BLOCKS** (1 to 6 years)  
Just what you wanted—they stack to nearly 4 feet!  
Make them into a train, or use one for a TV seat.  
Climb and jump on them. Colorful, with pictures.  
By National Games.  
Ask for 3BR1.

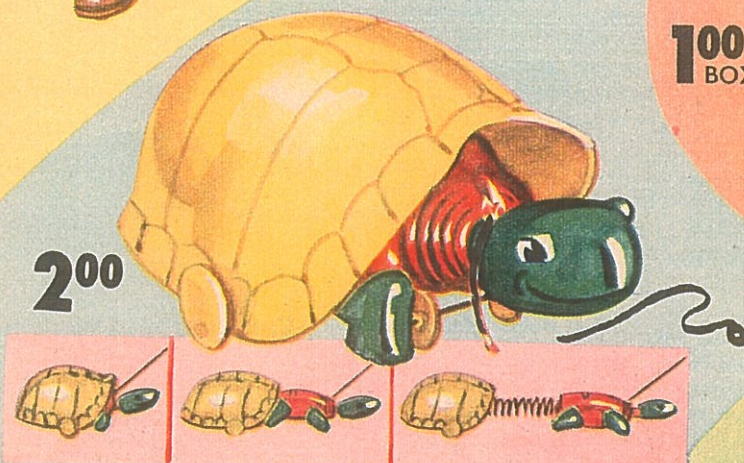
4<sup>98</sup>



1<sup>00</sup>  
BOX

**PLAY-DOH** (3 to 10 years)  
A beautiful treasure from Captain Kangaroo! Model a  
bunny rabbit, a moose, even Mr. Greenjeans! Non-toxic,  
clean, won't stain. Will harden in oven. Three colors.  
By Rainbow Crafts.  
Ask for 3BR2.

2<sup>00</sup>



**MR. WIGGLE'S TURTLE**

(2 to 5 years)

You will love him! He pops in and out of  
his shell wearing red "longies." His head  
bobs and quivers. He loves to be pulled.  
Colorful. Durable plastic. By Wilkening.  
Ask for 3BR3.

**MR. WIGGLE'S MINUTE MOUSE**

(2 to 5 years)

Everytime the wheels go round the mouse  
runs up and strikes the clock and it sounds  
"BONG!" It's Hickory Dickory Dock come  
alive! High impact plastic. By Wilkening.  
Ask for 3BR5.

2<sup>00</sup>



**COSTUME FUN**

(3 to 5 years)

Change heads and  
each of 2-piece costs-  
tumes by turning  
wheels. See how  
many different little  
people you can make and how  
funny some can be. Lots of fun!  
By Mastercraft.  
Ask for 3BR4.



1<sup>00</sup>



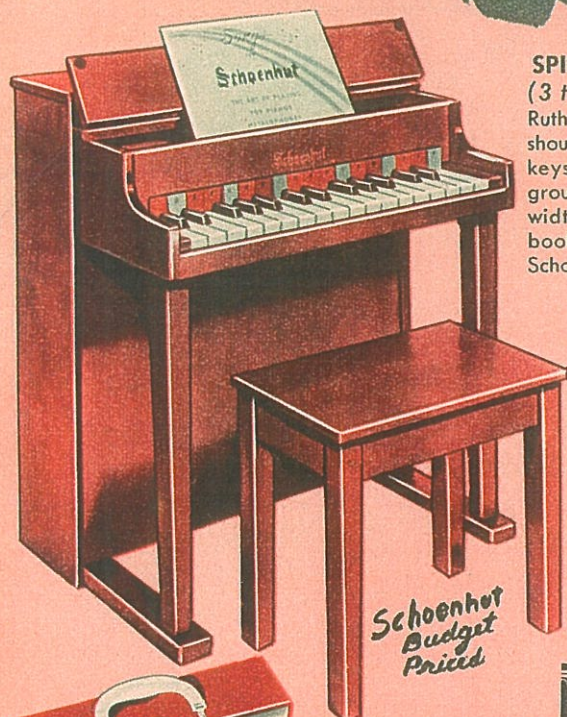
1<sup>00</sup>

**THE LITTLE SCHOOL** (3 to 5 years)

Recognize at sight 30 colored pictures in 3 school  
windows. Learn colors of school-house path's  
cobblestones. Learn numbers 1 to 9. All the thrills  
of a KINDERGARTEN! By Mastercraft.  
Ask for 3BR6.



Here's an invitation to do a little Music Makin'!



**SPINET PIANO AND BENCH**  
(3 to 6 years) 22 inches high.  
Ruth says every girl and boy should have one! Has 30 plastic keys, 2½ full octaves. Precision ground tone rods with standard width keys. Color chart and music book with notes in color. By Schoenhut. Ask for 4BR1.

*Schoenhut  
Budget  
Priced*



**PORTABLE PHONOGRAPH—  
THE PLAYMATES**  
(3 to 12 years)

Nothing like a little music! And nothing for it like this registered lifetime guaranteed phono with heavy-duty AC motor, accurate volume control. U.L. Approved. 78 RPM. In attractive case. With needles. By Vanity Fair. Ask for 4BR3.

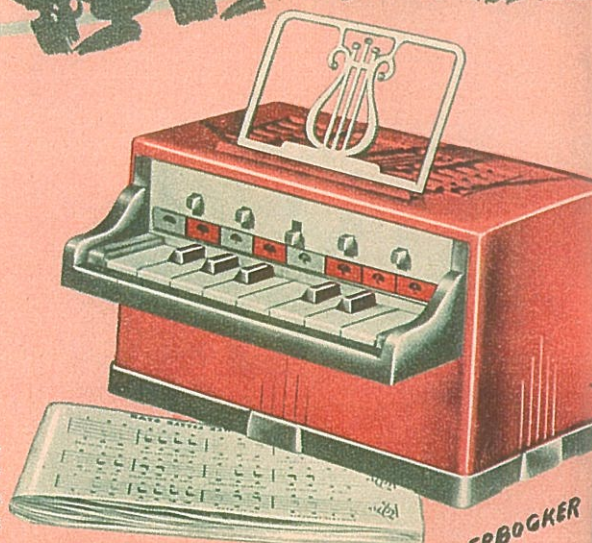
*Exceptional Value*



**ANDY GARD  
HOME VOICE  
RECORDER**  
(7 to 14 years)

It's electronic! Record holiday messages, have fun with voices. Recording arm, head, microphone, 3 blank records included. Attach to your fono turntable, record at any speed. Less batteries. By General Molds & Plastics. Ask for 4BR6.

**14<sup>98</sup>**



**ELECTRONIC BELL ORGAN**  
(5 years and up)

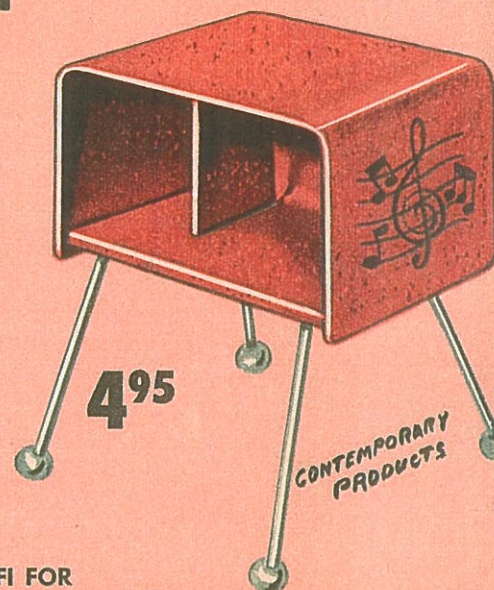
It's a sensation! Rich tones, velvety touch keyboard controlled by electric mechanism. Organ case is hi-impact styrene. Music book with 16 selections. Less batteries. By Knickerbocker. Ask for 4BR2.

**12<sup>95</sup>**

*KNICKERBOCKER*

**KIDDIE CONSOLE**  
(2 to 14 years)

A special place for both records and record player. Holds 200 records. Blue with red decoration; 20 inches high, 16 wide. Hardboard durable construction, wood legs. Doubles as play table or desk. By Contemporary Products. Ask for 4BR4.



**4<sup>95</sup>**

*CONTEMPORARY  
PRODUCTS*

**HI-FI FOR  
SMALL FRY** (2 to 12 years)

What an assortment! Eight records in each set: MOTHER GOOSE LAND, MUSICAL FESTIVAL and PARTY TIME. Also record storage rack, hi-fi cloth, needles, "Introduction to Music" booklet. 78 RPM. By Pickwick. Ask for 4BR5.

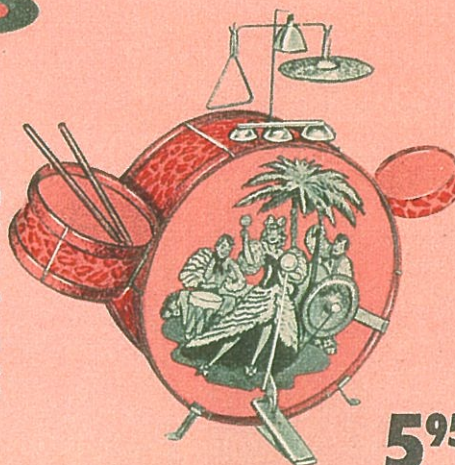
*Your  
Choice  
300 PICKWICK*



**TRAP DRUM SET**  
(4 years and up)

You can be king of jazz and swing! You'll love the three cloth head drums (20½, 9 and 6¼ inches in diameter), cymbals, large triangle, bells, drum sticks. By Ohio Art. Ask for 4BR7.

**5<sup>95</sup>**





# GET THE FAMILY TOGETHER

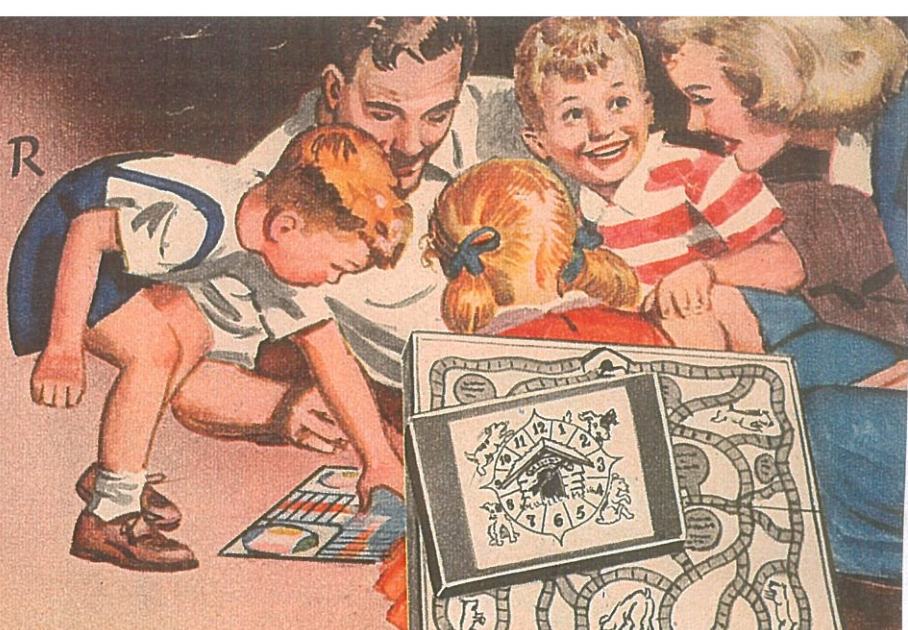


## ELECTRIC BASEBALL

(5 to 12 years)

You're up to bat! Release the spring bat and watch bulbs light to show hits, home runs, outs. Automatic score keeper totals runs. Durable. Battery not included. By Electric Game Company. Ask for 5BR1.

**14<sup>98</sup>**

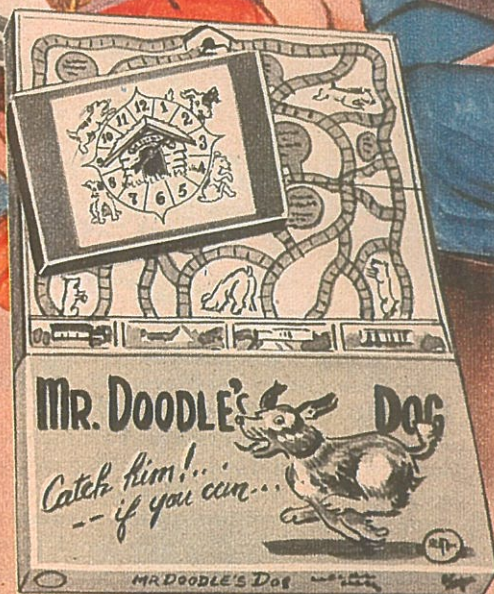


## MR. DOODLE'S DOG

(5 to 12 years)

Watch out! Mr. Doodle's Dog is clever—he'll steal a bone right out of your home! Try and catch him. Includes plastic pawns, dog carrying bone in mouth. By Selchow & Righter. Ask for 5BR2.

**2<sup>00</sup>**



## LITTLE BENNY THE EAGER BEAVER GAME

(3 to 6 years)

Papa, Mama and Little Benny Beaver must get to their winter home. Get them there first and you'll win! You don't have to read; plays are made by color cubes. By Selchow & Righter. Ask for 5BR4.

**2<sup>00</sup>**

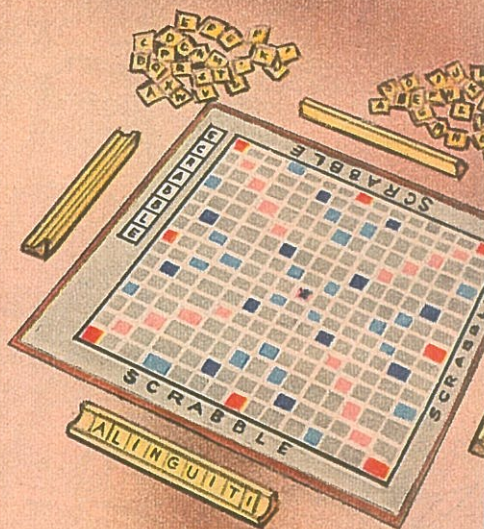


## SCRABBLE

(12 years and up)

It'll be a sensation in your family too! Place your tiles to best advantage! Make highest score in forming words on playing board. For 2, 3, 4 players. By Selchow & Righter. Ask for 5BR3.

**3<sup>00</sup>**



## MR. REE

(8 years and up)

It's a who-done-it! Was it done by knife, poison, revolver, hatchet? A different plot everytime you play. Plastic character pawns conceal weapons. 4 to 7 players. By Selchow & Righter. Ask for 5BR6.

**3<sup>50</sup>**

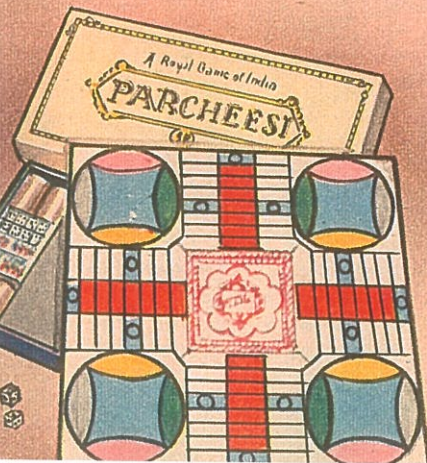


## PARCHEESI

(8 years and up)

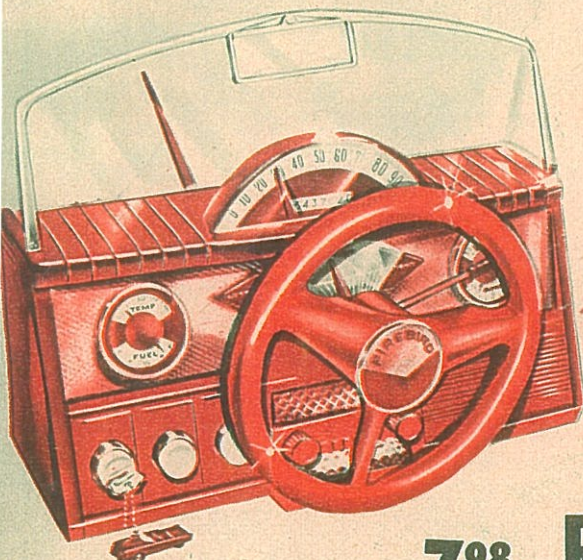
One of the most popular games! Each player wants to be first to bring his men home. Don't let them be captured! Play by throws of dice. By Selchow & Righter. Ask for 5BR5.

**2<sup>00</sup>**





FOR THE BOY WITH HIS EYES ON THE FUTURE



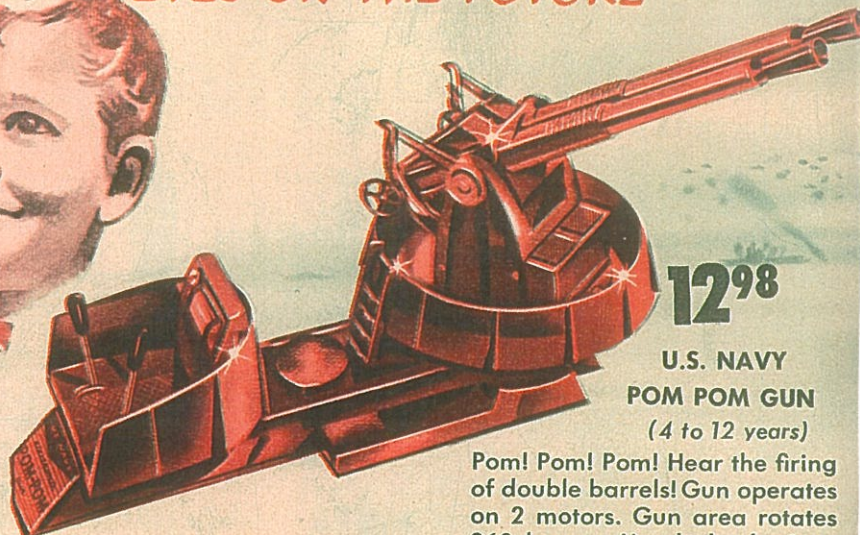
### FIREBIRD "99" (3 to 10 years)

An automobile dashboard. 13 1/4 inches long. It works! Turn on ignition with key, operate windshield wiper; direction signals flash, horn blows, speedometer works. Happy travelling! Less batteries. By Remco.

Ask for 6BR1.

7<sup>98</sup>

Remco



12<sup>98</sup>

### U.S. NAVY POM POM GUN (4 to 12 years)

Pom! Pom! Pom! Hear the firing of double barrels! Gun operates on 2 motors. Gun area rotates 360 degrees. Hand wheel raises, lowers barrels which fire, recoil alternately. 19 inches. Less batteries. By Remco. Ask for 6BR2.



8<sup>98</sup>

**DIALMASTER PHONE** (3 years and up)  
Billy's Mom had one in the kitchen, one in playroom! Flip dial, bell signals in opposite phone. Loud, clear. With conductor wire. Less batteries. By Remco. Ask for 6BR3.



3<sup>00</sup>

### ELECTRIC WOODBURNING SET (6 to 12 years)

Burn and paint plaques for your own room, or for presents. Instruction booklet, plaques, color chips, brush, etc. U.L. Approved Wonder Pen. By American Toy and Furniture.

Ask for 6BR4.



### TOOL CHEST (3 to 8 years)

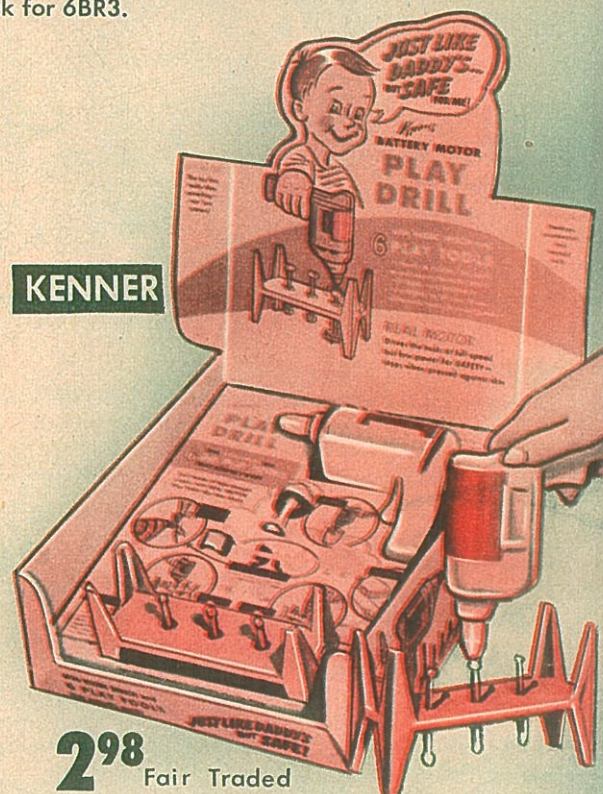
Make yourself a soap-box derby car, or a bunk house in a tree! 17 piece set includes key-hole saw, hammer, much more! Sturdy steel chest. Project book. By American Toy and Furniture.

Ask for 6BR5.

3<sup>00</sup>

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

KENNER



2<sup>98</sup>

Fair Traded

**DURABLE PLASTIC PLAY DRILL** (4 to 9 years)  
Just like your Dad's but safe for you. Has work bench, 6 play tools. Mixes, "grinds," polishes, drives screws and bolts through toy work bench only. Battery driven motor. Less batteries. By Kenner. Ask for 6BR6.

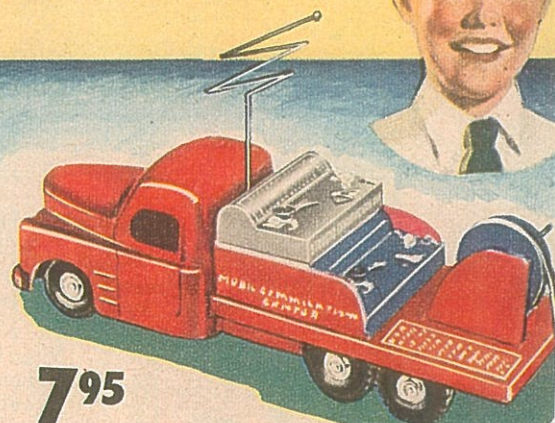


# STRUCTO SETS THE PACE!



**12<sup>95</sup>**

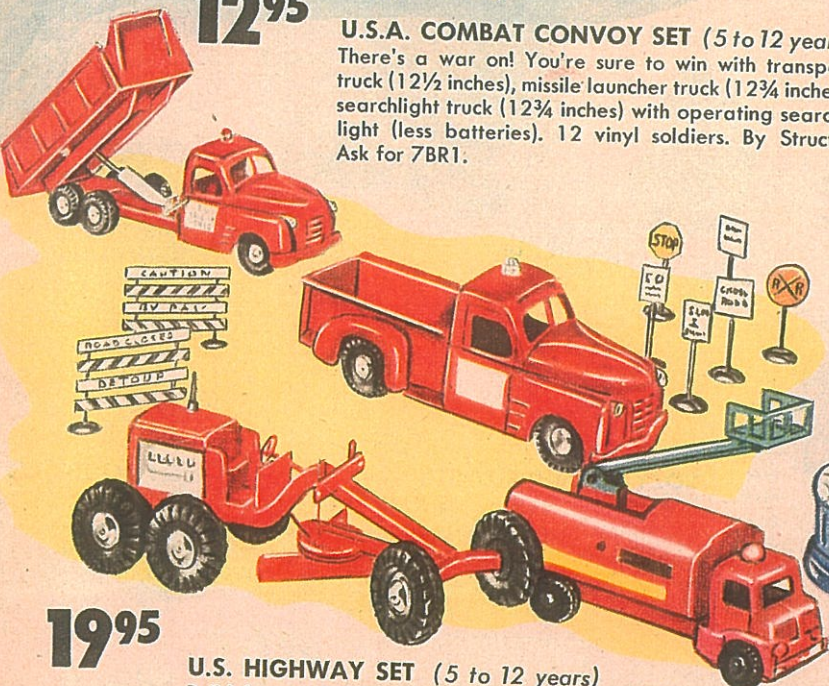
**U.S.A. COMBAT CONVOY SET (5 to 12 years)**  
There's a war on! You're sure to win with transport truck (12½ inches), missile launcher truck (12¾ inches), searchlight truck (12¾ inches) with operating searchlight (less batteries). 12 vinyl soldiers. By Structo. Ask for 7BR1.



**7<sup>95</sup>**

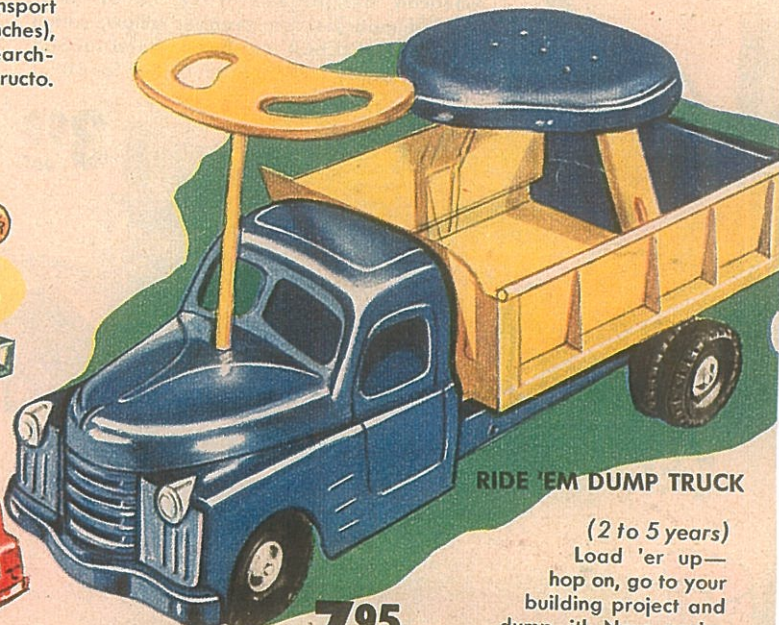
**MOBILE COMMUNICATIONS CENTER (7 to 12 years)**

Send or receive coded messages by flashing lights, Morse Code key or buzzer on portable or truck set. Signal-Corps-like drum reel plus 25 feet of extra wire. Less batteries. 20 inches long. By Structo. Ask for 7BR2.



**19<sup>95</sup>**

**U.S. HIGHWAY SET (5 to 12 years)**  
Build better highways! Includes pickup truck (19¼ inches), hydraulic lift dump truck (20¾ inches), highway maintenance truck (12 inches), road grader (18¼ inches), highway signs, road barriers. By Structo. Ask for 7BR3.



**RIDE 'EM DUMP TRUCK**

**7<sup>95</sup>**

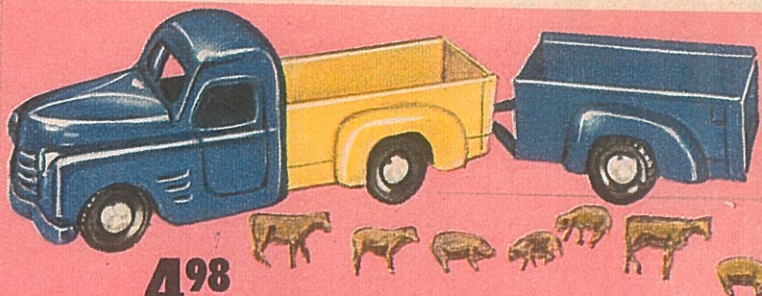
(2 to 5 years)  
Load 'er up—hop on, go to your building project and dump it! Now you're ready for another trip. 20½ inches long. Steering wheel actually steers. By Structo. Ask for 7BR4.



**CODE AND DECODE MESSAGE SET (8 to 12 years)**

Your secrets will be safe now! Send them by Morse code. Set has two metal 3-way telegraph keys that light, buzz, click; 2 coding wheels, message stencils. Instructions. Less batteries. By Pressman. Ask for 7BR5.

**3<sup>00</sup>**



**4<sup>98</sup>**

**FARM TRUCK AND TRAILER (3 to 10 years)**

Essential to every farm! Utility truck, trailer. Trailer hooks onto truck, easily disconnected. Haul the 7 vinyl animals to market. 28 inches long. By Structo. Ask for 7BR6.



# Little Dolls and Furniture for Little Mothers!



**98c**

*Your Choice*

**PLAYMATE CLOTHES FOR 8 INCH VIRGA DOLLS**

(4 to 12 years)

Virga loves clothes and has outfits for daytime, evening, travelling, sports; for the entertainment and professional worlds. She has a wardrobe to serve any occasion. By Beehler Arts. Ask for 8BR1.

*Virga*



*Your Choice!*

**1.98**

**8 INCH VIRGA PLAYMATE DOLLS**

(4 to 12 years)

Welcome Virga into your family! Has jointed knees; walks, Shampoo and set her hair. Choose her as blonde, brunette or redhead in any one of many outfits. By Beehler Arts. Ask for 8BR2.

**FOUR POSTER BED WITH CHEST**

(4 to 12 years)

For the 8 to 10½ inch dolls who love Early American design! Bed is 12 inches long. Padded mattress, foam rubber pillow, cotton printed cover. Chest and bed in hand rubbed natural pine. By Pert Pat Products. Ask for 8BR3.



**3.98 set**

**PERT PAT**



**5.98 set**

**COZY CORNER FURNITURE FOR 8 to 10½ INCH DOLLS**

(4 to 12 years)

Add to her comfort with rocker, chair, settee, cocktail table. Foam rubber cushions, covered in attractive printed cotton. Hand rubbed natural pine frames. By Pert Pat Products. Ask for 8BR4.

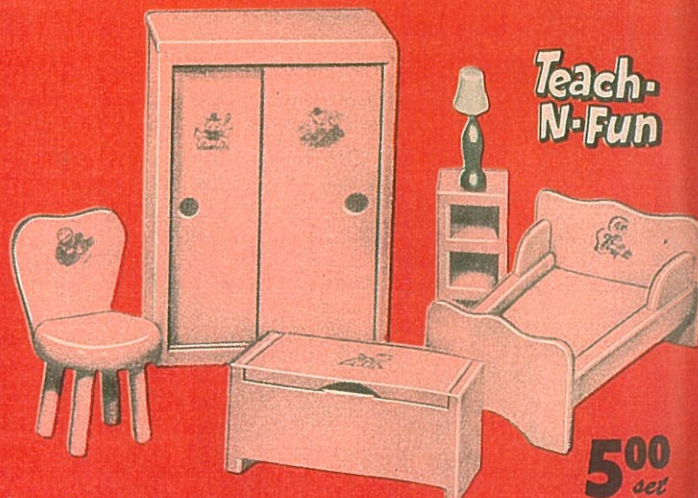


**3.98 set**

**MODERN LIVING ROOM FURNITURE FOR 8 INCH DOLLS**

(4 to 12 years)

Does Dolly like the modern touch? Couch, 2 club chairs, coffee table, foam oval rug, even an ottoman for her tired feet! Soft foam upholstery. By Irwin. Ask for 8BR5.



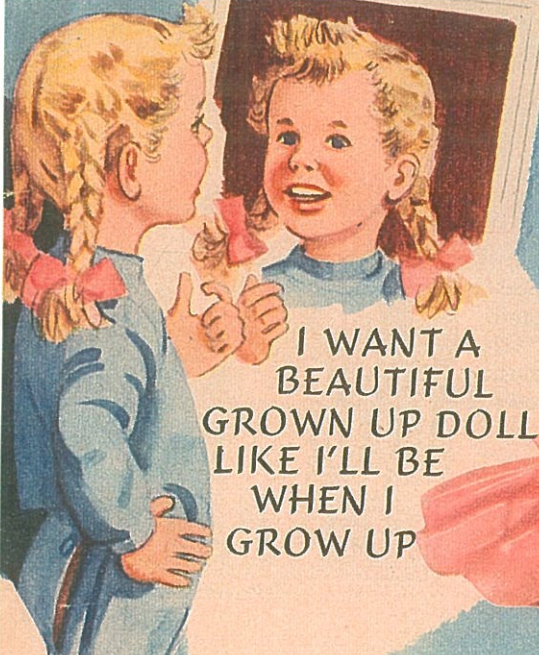
**5.00 set**

**MINIATURE FURNITURE FOR MINIATURE DOLLS**

(4 to 12 years)

A dainty, pink bedroom set for your "little ones" up to 9 inches tall! Wardrobe with sliding doors, doll bed, chest with hinged top, chair, night stand, lamp. By American Toy and Furniture. Ask for 8BR6.





I WANT A  
BEAUTIFUL  
GROWN UP DOLL  
LIKE I'LL BE  
WHEN I  
GROW UP

**KAY**  
(5 to 12 years)  
With an elegant air! All vinyl. Bending-action in arms, legs. Rooted pony tail hair, nylon hose, high heels, earrings. Chromespun dress, nylon overskirt. 15 inches tall. By EEEGEE. Ask for 9BR1.



EEGEE

5<sup>98</sup>

**GRACE**  
(5 to 12 years)  
Named because she's so gracious! 20 inches tall with hard vinyl body, soft vinyl head. Rooted, bobbed hair, jointed waist and limbs. Flocked chromespun dress. Earrings, high heels. By EEEGEE. Ask for 9BR2.



9<sup>98</sup>



**DEBTEEN CRUISETIME**  
(6 to 14 years)  
Society's most popular miss! 18 inch teenage figure of rigid vinyl. Jointed waist, arms, legs. In lovely nylon dress, high heels, jewelry. Wardrobe trunk includes extra outfits, plastic hangers. By Uneeda Doll. Ask for 9BR3.

14<sup>98</sup>

Uneeda



**DEBTEEN PARTYTIME**  
(5 to 12 years)  
She's stunning! A grown-up model doll! 18 inches tall, all vinyl. Jointed waist, arms, legs. Beautiful taffeta and nylon dress, straw hat, jewelry, high heels. By Uneeda Doll. Ask for 9BR4.

7<sup>98</sup>

Mona Lisa

**SOCIETY BRIDE**  
(6 to 14 years)  
Beautiful! All vinyl; ready to walk down the aisle in her satin gown with chantilly type lace overlay. 20 inches tall. High heels. By Valentine. Ask for 9BR5.



7<sup>98</sup>

**VALENTINA BALLERINA**  
(6 to 14 years)  
The most famous Ballerina in the nation! Dances on toes; assumes ballet poses. Jointed ankles, knees, hips, waist, arms. Ballerina costumes, others. Practice bar. 20 inches tall. By Valentine. Ask for 9BR6.



10<sup>98</sup>